

The **AUTOMATIC REFRIGERATING CO.** OF HARTFORD, CONN.

Presents



Air Conditioning and Refrigeration in

**New England and
Manhattan**





Schrafft's Restaurant at 16 West Street, Boston — one of 38 in Various Cities Air Conditioned by The Automatic Refrigerating Co., using a Total of 145 Frick Machines

Air Conditioning in Restaurants

The advantages to be gained by restaurants through air conditioning are so typical of what this improvement offers almost any business that they are well worth reviewing. Briefly stated, air conditioning:

Draws people in from the hot streets like a magnet draws iron.

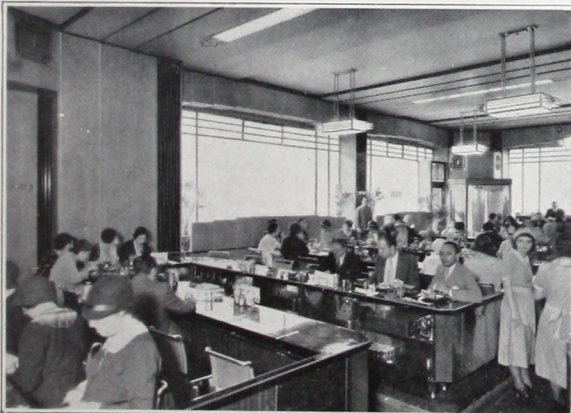
Marks your place as being progressive and up-to-date.

Enables your personnel to be active, attentive and courteous despite the weather outside.

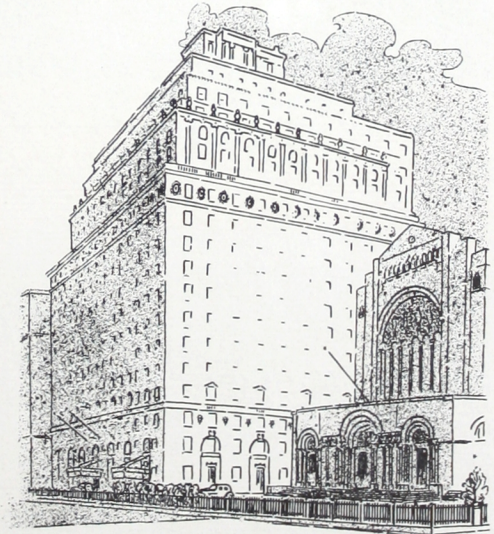
(Continued on Pages 2 and 3)



Three 15-hp. and Five 10-hp. Frick Units Cool Schrafft's Restaurant, 16 West Street, Boston: this View shows Another of the Spacious Rooms



This Wil-low Cafeteria, in New York City, has used Frick-Automatic Air Conditioning Since 1932



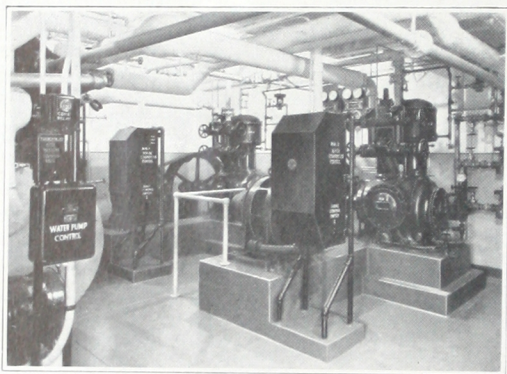
One 20-hp. and Two 30-hp. Units Cool the Trianon, Palm, Cocktail, and Ball Rooms of the Imposing Ambassador Hotel, N. Y. C.



Attractive Interior of Schrafft's Restaurant at 356 Boylston St., Boston, which is comfort cooled throughout



A 10-hp. Frick Unit Air Conditions The Hawthorne Room at the Famous Parker House, Boston



Two 8 by 8 Frick Ammonia Compressors used for Air Conditioning Schrafft's Restaurant at 625 Madison Avenue, N. Y. C., Since 1933

More Air Conditioning

Revives the appetite of patrons, and increases the size of their orders.

Reduces the difference between summer and winter fare.

Improves conditions for dancers, musicians, floor shows.

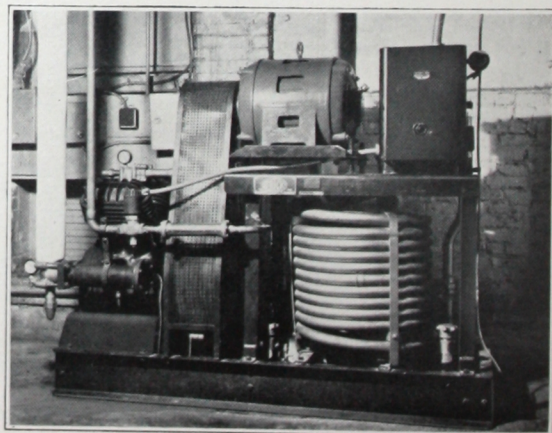
Maintains quiet by excluding street noises.

Keeps out dust by constantly filtering the air: furnishings and decorations last years longer.

Permits people to wear better clothes with assurance: guests appear at their best.



This Waldorf Restaurant at Springfield is among the 19 in this Chain Air Conditioned with Frick-Automatic Systems



20-Ton Frick Refrigerating Unit Installed at the Waldorf Restaurant in Springfield



As on Many Other Jobs, the Automatic Refrigerating Co. Engineered the Complete Air Conditioning of The Sea Food Restaurant, Hartford



Sharaf's Restaurant, at 42 Stuart Street, Boston, is kept Comfortable by a 10-hp. Cooling System

in Fine Restaurants

Makes it easier to keep a good class of help.
Increases profits up to 300 per cent in the summer months.

Provides ventilation in winter.
Avoids the drafts that go with ordinary fans.
Uses up little or no floor space.

The photographs on these pages tell their own story of how fine restaurants throughout New York City and New England are using Frick-Automatic air conditioning.



The Tip Toe Inn at 86th and Broadway, New York City, is Air Conditioned by Three 10-hp. and Three 5-hp. Frick Units



F. G. Jensen and Sons find Air Conditioning Indispensable in their Restaurant in Springfield, where Bakery Goods and Candy are also Handled



Schrafft's Boylston St. Restaurant, in Boston, is Air Conditioned with Four 10-hp. Frick Machines



Another Schrafft's Restaurant Cooled with Frick Refrigeration.
at 13 East 42 St., New York



The Ambassador Restaurant Offers Air Conditioning Comfort to its Patrons at 41 Winter St., Boston

More Air Condi

It stands to reason that so many fine establishments would only install air conditioning because it was eminently worth while.

We feel safe in predicting that within a few years every progressive restaurant, tavern, soda fountain, club, hotel and hospital will use air conditioning as a matter of course, just as they now use refrigeration for food service.



Schrafft's Restaurant at 155 E. 79th St., New York City is Automatically Air Conditioned by one Frick 20-hp. Unit

The C. & L. Restaurant, at Broadway and 74th St., New York City, is Air Conditioned by Four 15-hp. Frick Units, while a 5 by 5 Machine Supplies Refrigeration for Food Service





Dining Space in the Waldorf Restaurant at 107 Federal Street, Boston—One of Those Air Conditioned by Automatic

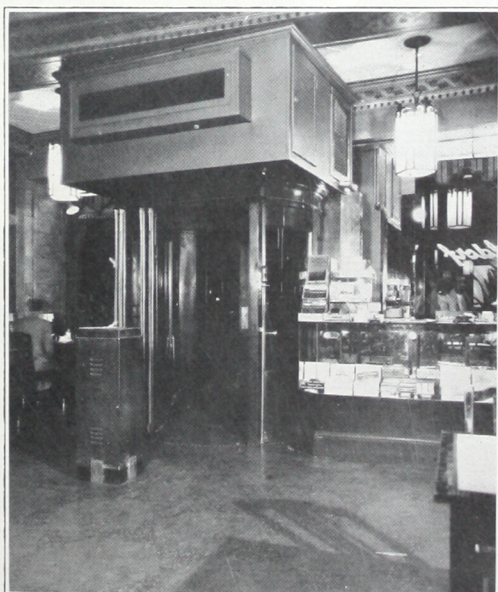


A 15-hp. Frick Unit was Specified by the Automatic Refrigerating Co. for Air Conditioning the Federal Street Waldorf Restaurant in Boston. Cooling Coils are Mounted Above the Door

ned Restaurants

"Food service" includes holding different temperatures in any number of refrigerators and storage rooms, cooling drinking water, making ice and ice cubes, freezing desserts, and cooling salad counters. In addition to these duties, the same refrigerating system often cools a fur storage, a display case in the flower shop, and serum refrigerators in doctor's offices, or is used for other special work.

Child's Restaurant on 34th Street, N. Y. C., is Completely Air Conditioned by Frick 15- and 20-hp. Units. Food Service is Supplied with a Separate 5-hp. Unit



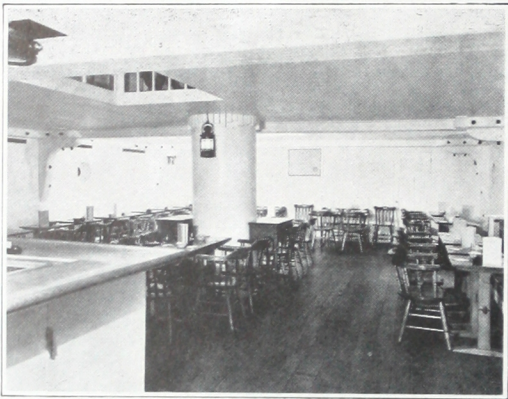
This Waldorf Restaurant, to be Found at 181 Tremont Street, Boston, is Air Conditioned by a 15-hp. Frick Unit



The Midston House uses a 6 by 6 Frick Machine for Food Service. Making Ice and Cooling Drinking Water



Realistic Entrance to the Whaler Bar in the Midston House. Shown Opposite, on 38th St., N. Y. C.

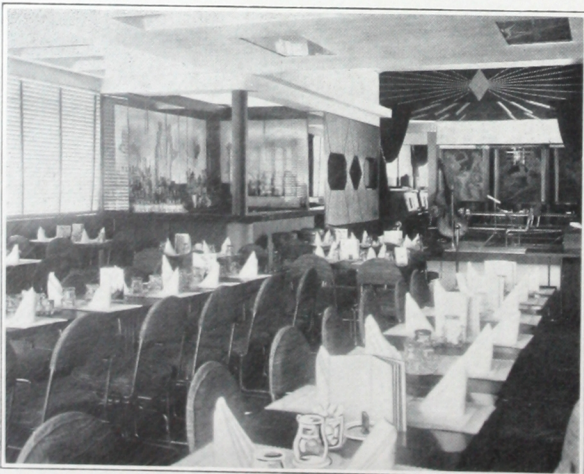


Unique Interior of the Whaler Bar. Which Differs from the Old Ships in being Air Conditioned. A 15-hp. Plant Engineered by the Automatic Refrigerating Co., Does the Cooling Work

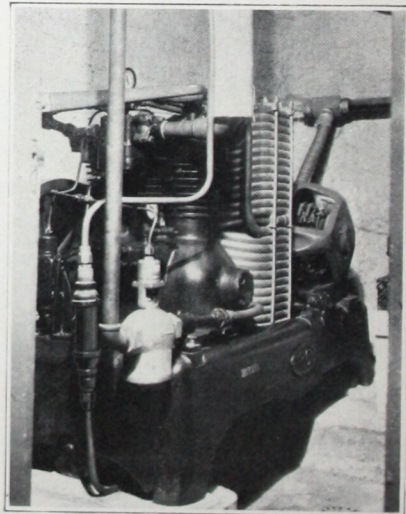
Air Conditioned

Nowhere are the benefits of air conditioning more noticable than in taverns, bars, and grills, since people gather in them at certain hours in crowds that would overtax any natural system of ventilation. The removal of smoke and stale odors is also particularly important in these places.

Ask the manager of any of the taverns air conditioned with Frick equipment, and he will be glad

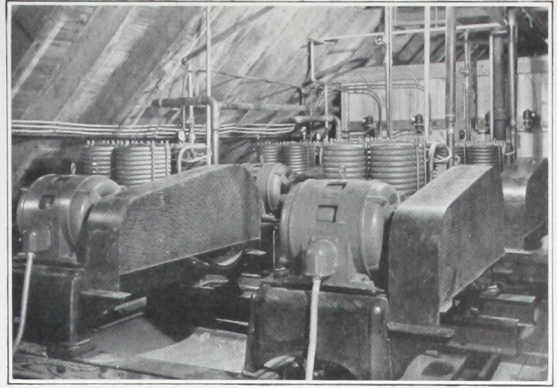


The Hi-Hat Barbeque, on Boston's Columbus Ave., has Air Conditioning Throughout this Floor and the One Below



15-hp. Unit Which Handles the Entire Air Conditioning Load at the Hi-Hat Barbeque

At Jack Dempsey's Restaurant Opposite Madison Square Garden in New York, 13 Frick Machines Provide Cooling Service for the Kitchen, Display Windows and Bar, as well as for Air Conditioning



Some of the Frick Machines at Jack Dempsey's Restaurant, Eighth Ave. and 50th St., New York

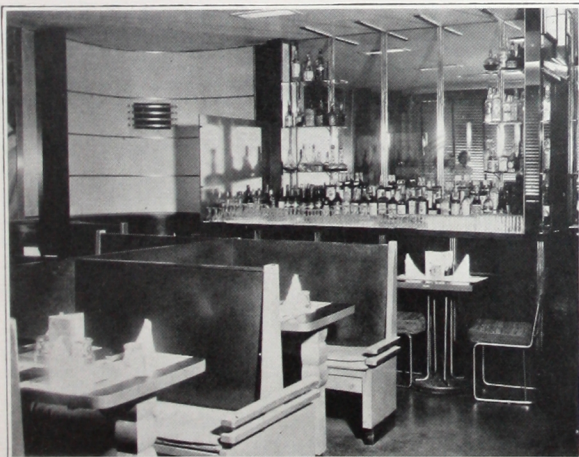
Exterior of Jack Dempsey's New Punch Bowl, 1619 Broadway, N. Y. C. The Restaurant and Bar are Air Conditioned by 20- and 15-hp. Frick Units



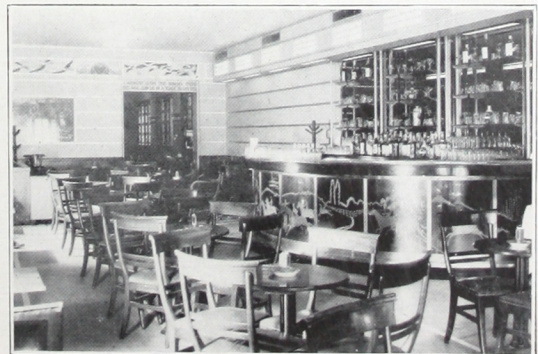
Taverns & Grills

to explain to you how prompt his trade is in appreciating the difference made by this outstanding improvement.

Patrons linger longer in the cool, quiet, atmosphere of a room where the heat and noises of the street are shut out. Under these conditions a Frick plant quickly pays for itself—and then continues to earn important profits for years.



Attractive Bar on the First Floor of the Hi-Hat Club in Boston. Total Seating Capacity of the Two Floors is 170, but over 200 Frequently Crowd in



Air Conditioning of this Cocktail Lounge at the Bond Hotel, in Hartford, is an Extension of the Refrigerating Work Handled for Years by the Automatic Refrigerating Co. in This Well Known Hostelry

More than a Dozen Stores in the A. S. Beck Chain, of Which This One in Hartford is Typical, are Comfort Cooled with Frick Equipment



Browning, King and Co. Attract the Quality Trade to their Store on Fifth Avenue, in New York, by Air Conditioning with the Machine Shown Below

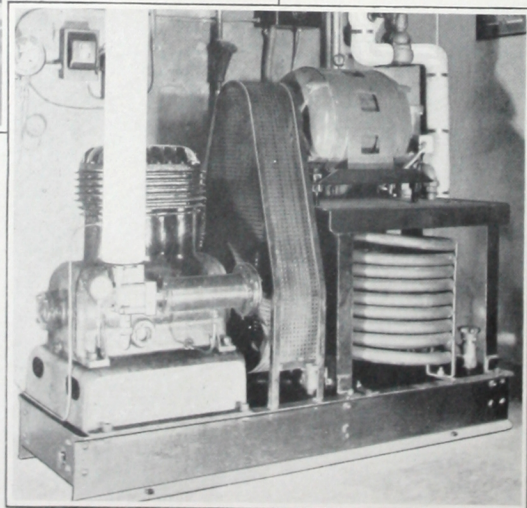


Air Conditioning

Stores, of course, get many if not all of the same advantages from air conditioning that it brings to restaurants. The better class of trade is already coming to EXPECT air conditioning, and will patronize most regularly the establishment equipped with it.

Let your store be among the first to announce the benefits of air conditioning in your neighborhood: you will be more than pleased with results.

Store managers recognize the fact that really



All Four of these Establishments on New York's Broadway are Air Conditioned with Frick-Automatic Plants



The Three Main Floors and Basement of Worth's Department Store, with Entrances on Opposite Sides of the Block at Waterbury, Conn., are Air Conditioned Throughout



Pays In Stores

satisfactory air conditioning is not the easiest thing in the world to arrange. Problems of noise, drafts, vibration and stale odors have to be provided against, while due consideration must also be given to proper temperature and humidity control, filtration and circulation of the air, and ample ventilation.

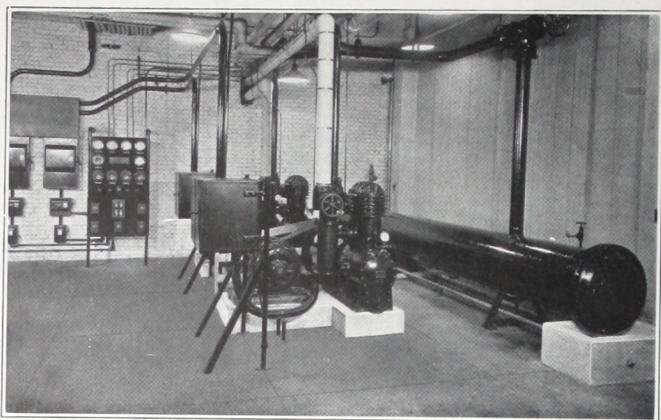
For this technical work the engineers of the Automatic Refrigerating Company join with those of Frick Company in providing a distinctly superior service, based upon 30 years' experience with air conditioning.



Another Well-known Store Using Air Conditioning is the Plymouth Theatre Shop in New York City



The Rose Shop and Beauty Parlor at Waterbury, Conn., are Air Conditioned with a 10-hp. Frick Unit



The Office Building of the Hartford Electric Light Co., is Provided with Correct Weather Inside by These Two $7\frac{3}{4}$ by 5 Freon-12 Compressors



The Phoenix Fire Insurance Co. Air Conditions its Home Office Building at Hartford with a Complete System Sold and Installed by the Automatic Refrigerating Company

Air Conditioning

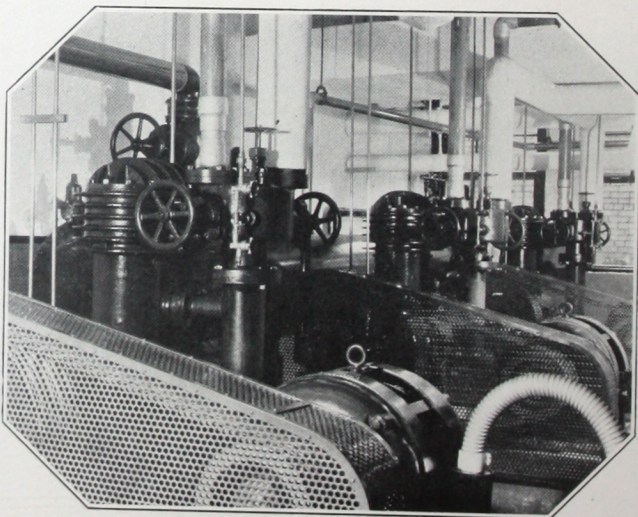
When so many of the most important insurance companies in the country have chosen Frick-Automatic air conditioning for their own office buildings, it is your surest evidence that this equipment is properly built and capably installed.

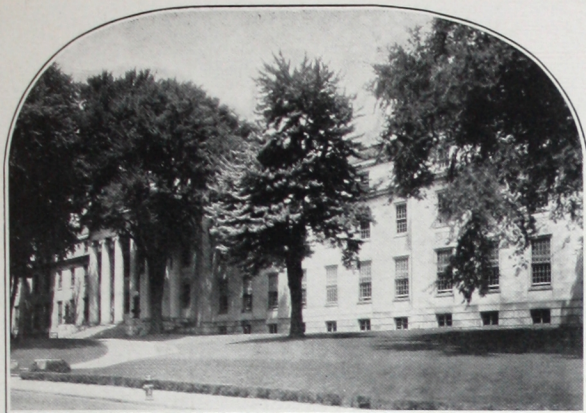
The offices of several other well known firms using our air conditioning are also illustrated on these pages. We invite inspection of any of these systems.



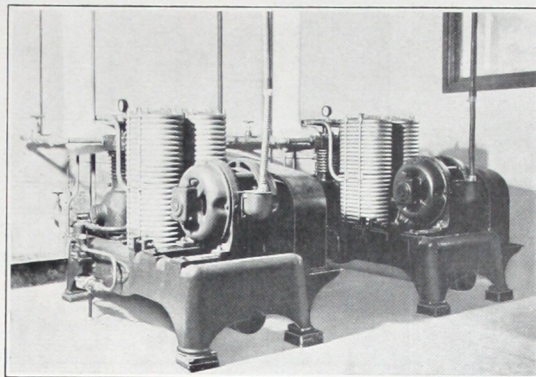
This Fine Building of the Phoenix Mutual Life Insurance Co., while not Air Conditioned, uses an Automatic System for Circulating Cold Drinking Water

The Three Frick Freon-12 Compressors in Service at the Phoenix Fire Insurance Co. Building Shown at Top





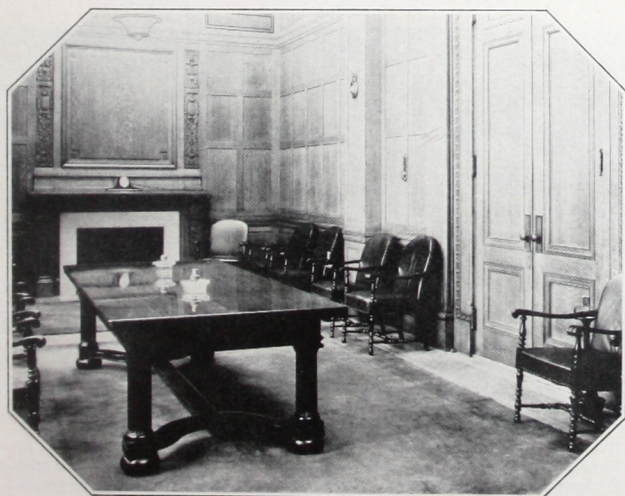
The Beautiful Building of the Hartford Fire Insurance Co. is Air Conditioned Throughout by Five Separate Systems, One of Which is Shown at Right. Another Machine Supplies Cold Drinking Water to 43 Fountains



In Office Buildings

The success of these jobs, and the remarkably improved working conditions which resulted, indicate that many more office buildings and private offices will shortly avail themselves of this same improvement.

Let us give you recommendations and estimates on the air conditioning system you need. Our advice will involve you in no obligation.



Part of the Cool and Pleasant Office of the Hall Brothers Hatchery at Wallingford, Conn. Note Grille for Conditioned Air in Ceiling

The Directors' Room of the Phoenix State Bank and Trust Co., at Hartford, is Air Conditioned with a 3-hp. Unit



The Waterbury Hospital Refrigerates 9 Boxes and Cools 200 Gal. of Drinking Water Daily with its Frick Automatic Equipment



The Conn. State Teachers College, at New Britain, uses a Frick 4 by 4 Ammonia Compressor in the Cooling System Installed by the Automatic Refrigerating Co. in 1928



The Aetna Life Insurance Co.'s Building at Hartford has Drinking Water and Food Storage Rooms Cooled by Two 6 by 6 Ammonia Compressors

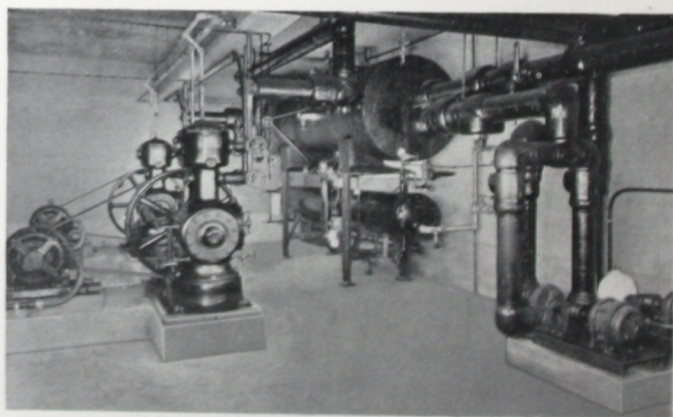
Refrigerating Systems For Institutions

Of the more than 250 well known hospitals, schools, colleges and other institutions which use Frick Refrigeration, many will be found in the New England and New York areas. For food service, for cooling drinking water, and for air conditioning, as well as for research and test work, a Frick-Automatic plant can readily earn its way.

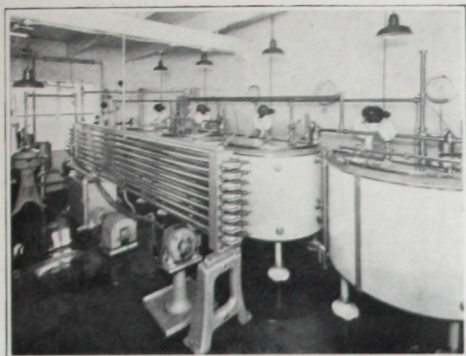
And those busy with problems of health or education always appreciate Frick life-long dependability.



A 4 by 4 Ammonia Unit Provides Refrigerated Food Service in the Motherhouse of the Order of the Sisters of Providence, at Brightside, near Holyoke, Mass.



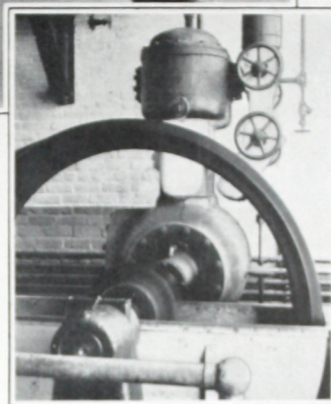
At the Metropolitan State Hospital, Waltham, Mass., Cold Brine is Supplied to 14 Refrigerated Boxes, an Ice-making Tank, Ice Cream Freezer, and a Drinking Water Cooler by These Two 6 by 6 Ammonia Machines and Equipment



Milk Pasteurizers and Coolers at the Hill Crest Dairy in Worcester, Mass., where a 6 by 6 Frick Machine Helps to Produce "Better Milk for Particular People"



A. G. Spalding and Bros. have Two Frick Machines in Their Plant at Willamansett, Mass., Where Rubber for Sporting Goods, including Golf Balls, is Processed. The Spalding Golf Course Appears Above



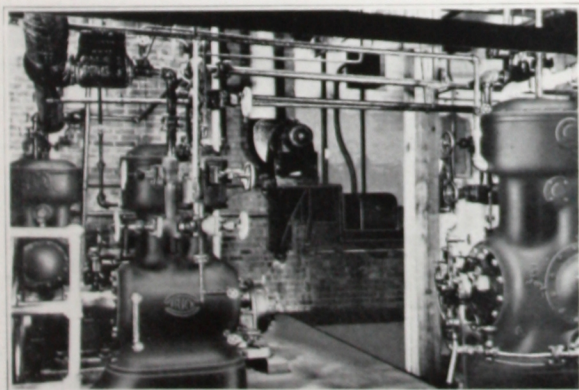
Refrigeration For Process Work

Where industrial processes require accurate temperature control and continuous cooling service, Frick equipment has proved more than equal to the demand: it has been selected for use in important factories throughout the country.

The Automatic Refrigerating Co. will gladly place its experience and facilities at your disposal in solving those particular cooling problems that suggest room for improvement in your business.



Both Process and Test Work are Done at the great Boston Plant of The United Drug Co. with the Aid of Two 9 by 9 Frick Machines

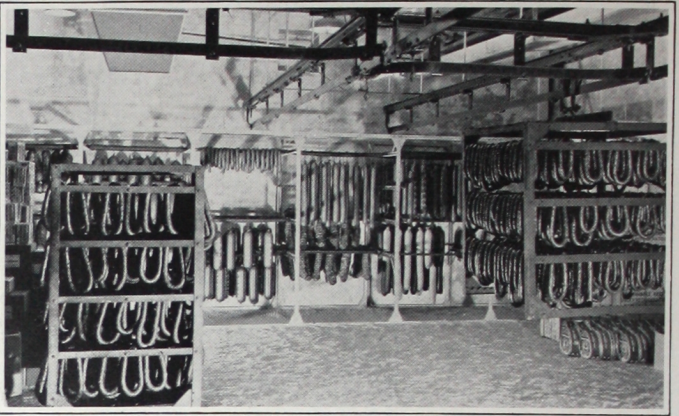
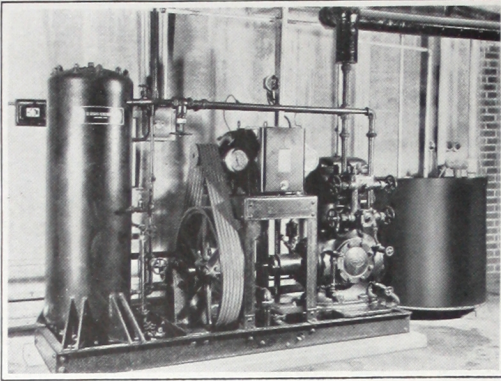


The Hampton Co., Makers of Rayon at Easthampton, Mass., uses these Three Frick Compressors for Chilling Large Quantities of Brine in a Zig-Zag Cooler

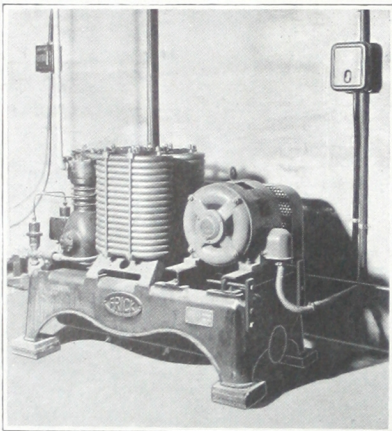
Another of the Conditioned Rooms at the United Drug Co.



4 by 4 Combined Ammonia Refrigerating Unit and Water Collecting Tank for the Spray Pond, at Rosols Packing Plant



One of Three Refrigerated Rooms at the New Britain Packing Plant of Martin Rosol. Note Cooling Coils Overhead



B. Lenhardt, Meat Packer at New Britain Ave. and Washington Street, Hartford. Cools his Meat and Sausage Rooms with This 5-hp. Frick-Automatic Installation

Refrigeration for Packing Houses

For the same reason that scores of Frick refrigerating machines have been used for generations by the largest packing houses, they find preference among many packers of specialties such as sausage, smoked meats, poultry and dairy products.

For accurate control of both temperature and humidity in chill rooms, storages and freezers, there is nothing quite equal to a Frick-Automatic ammonia system. You can get the evidence from any user.



A 4 by 4 Refrigerating Machine Serves Grote & Weigel, at Spruce Street, Hartford



The Sachem Provision Co., whose Truck is Illustrated above, has a 4-ton Frick-Automatic Refrigerating System in its Plant at Norwich, Conn.



One of Two Large Apple Storage Rooms at the Rogers Orchards. Southington, Conn.

Exterior of the Cold Storage House at the Rogers Orchards: Building was put Partly Under Ground for Use as a Dry Storage Before Refrigeration was Applied



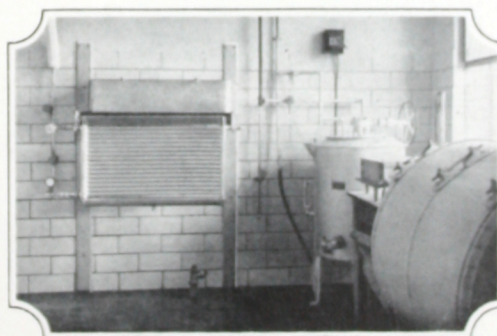
Refrigerating Work on Farms

The uses of refrigeration in rural work now include air conditioning, cold storage, making ice, cooling milk, quick freezing of fruits and vegetables, and other special applications.

Some of these cooling services are illustrated by the Frick-Automatic plants on this page. We are prepared to meet your exact needs for a refrigerating system of any size or type. Let us show you what correct cooling can earn, and in how few seasons it pays for itself.



A 5-hp. Frick Machine Cools the Milk and Other Dairy Products at the State of Connecticut's Long Lane Farm. Near Middletown

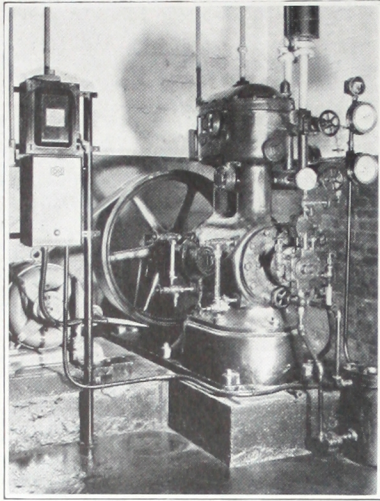
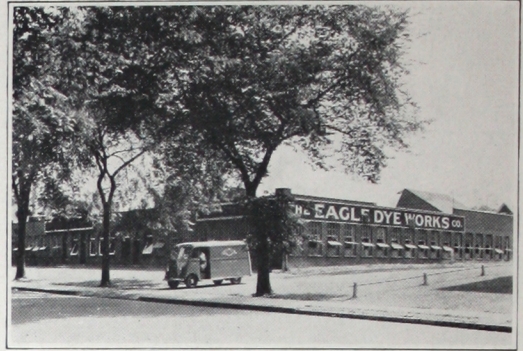


Interior of the Incubator and Candling Room at Hall Bros. Hatchery. Showing One of the Air Cooling Units



Surplus Heat from 14 Incubators. Used in Hatching 26,000 Chicks Daily, is Removed by an Air Conditioning System Installed by the Automatic Refrigerating Co. at Hall Brothers' Hatchery. Wallingford, Conn.

The Eagle Dye Works Operates a Very Successful Cold Storage for Furs at its Plant on Woodland Street, in Hartford

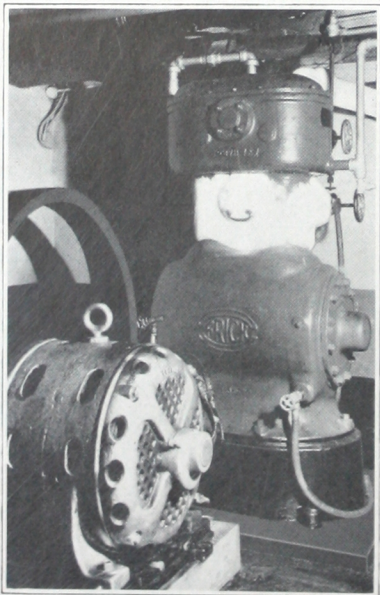


Fruits, Vegetables and Similar Food Products are Kept in Storage at the Perkins Plant, 435 Dwight St., Springfield, Mass., by means of this 5 by 5 Machine

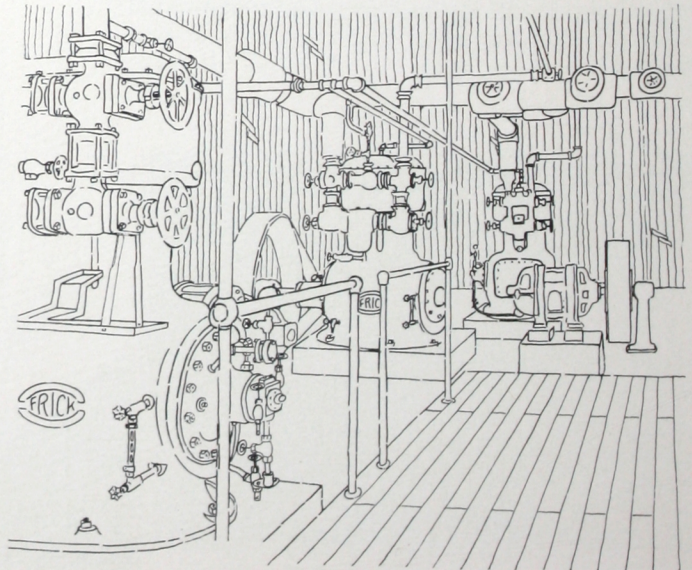
Cold Storage Work

Calls for the last word in reliability, as perishable goods valued at many thousands of dollars may be lost if any part of the cooling plant fails. In such a case the cost of replacing the broken part is far outweighed by the loss of products and trade involved.

Owners and engineers of successful cold storages will tell you there is no refrigeration so dependable as that provided by Frick equipment. The numerous installations made by the Automatic Refrigerating Co. prove the truth of their statements.

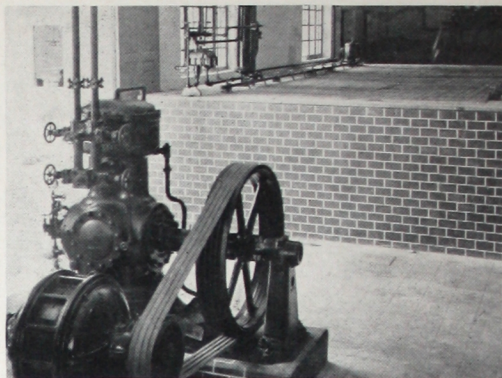


7 by 7 Frick Ammonia Compressor Installed by the Automatic Refrigerating Co. at the Springfield (Mass.) Public Market



Three Frick 9 by 9 Ammonia Compressors in Service at the Springfield Cold Storage Co., Hillman Place, Springfield, Mass.

Do It Better with



Refrigeration

Whether you operate a restaurant, a hotel, or a store; an ice plant, a packing house, or a brewery; a farm, a college, or a steamship line — you can do it better with the aid of Frick Refrigerating, Ice-making or Air Conditioning Machinery. Because with this up-to-the-minute equipment you can give better service, and earn better profits.

For full details on how to apply Frick Equipment to your needs, get in touch with the nearest Frick Branch or Distributor.

Frick Branch Offices

Albany	Buffalo	Dallas	New Orleans	Philadelphia
Atlanta	Charlotte	Detroit	New York	Pittsburgh
Baltimore	Chicago	Kansas City	Oklahoma City	Saint Louis
Boston	Cincinnati	Los Angeles	Palatka	Seattle
		Memphis		

Distributors & Stock Points

Ackley, Iowa	Evansville	Philadelphia	Seattle
Albany	Erie	Pittsburgh	Sheboygan, Wis.
Alton, Ill.	Glasgow	Phoenix	Sioux City
Altoona	Hartford	Portland	Springfield, Mass.
Allentown	Houston	Raleigh	Syracuse
Amarillo	Indianapolis	Reading, Penna.	Tampa
Atlanta	Jacksonville	Richmond	Topeka
Atlantic City	Knoxville	Roanoke	Tulsa
Baltimore	Lancaster, Penna.	Sacramento	Utica
Billings	Little Rock	Saint Louis	Vicksburg
Birmingham	Los Angeles	Salisbury, Md.	Washington
Bismarck, N. D.	Louisville	San Antonio	Wichita
Boston	Memphis	San Francisco	Wilkes-Barre
Brooklyn	Miami	Schenectady	
Champaign, Ill.	Minneapolis		
Cedar Rapids	Mobile		
Charlotte	Nashville		
Cincinnati	Newark		
Cleveland	New Orleans		
Columbus	New York City		
Dallas	Oklahoma City		
Denver	Omaha		
El Paso	Parkersburg, W. Va.		

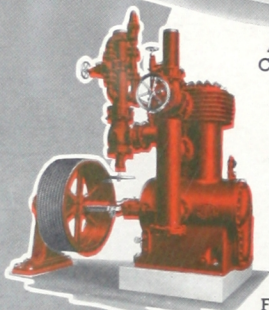
Overseas Distributors in Principal Cities Throughout the World



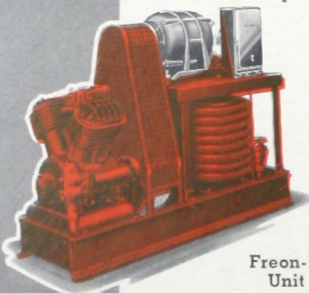
Low Pressure Unit



Ammonia Compressor



Freon-12 Compressor



Freon-12 Unit



Carbon-Dioxide Compressor

DEPENDABLE REFRIGERATION SINCE 1882
FRICK Co.
 WAYNESBORO, PENNA. U.S.A.